ABSTRACT

A method and system for advertising on the internet includes a storage medium that contains a key associated with at least one characteristic of a potential customer. The storage medium is distributed in the bricks-and-mortar world to the potential customer. The system further includes a communication link to the internet, and the key is communicated over the communication link to a website on the internet. An advertisement database that is connected to the website displays a set of advertisements stored in the advertisement database on the website to the potential customer based on the characteristics of the potential customer associated with the key. A selection device that is integrated into the website evaluates the key and selects the set of advertisements to be displayed based on predefined criteria.

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Inventors: Rosefelt, et al.
System and Method of Internet Advertising